

INVESTMENT OPPORTUNITIES IN SUBANG JAYA  
FOCUS ON : THE POPULAR TYPES OF DEVELOPMENT  
AND THEIR RESPECTIVE YIELDS

BY:

ROHANEH MUHAMAD  
92822468

A GRADUATION EXERCISE SUBMITTED IN PARTIAL FULFILLMENT  
TO THE REQUIREMENT OF ADVANCED DIPLOMA IN  
BUSINESS STUDIES (FINANCE) TO THE SCHOOL OF BUSINESS  
INSTITUTE TECHNOLOGY MARA  
SHAH ALAM

NOVEMBER 1994

## ACKNOWLEDGEMENT

Alhamdulillah and thanks to Allah because I can managed to complete my project paper successfully.

First of all, I would like to express my utmost gratitude and thanks to my advisor Puan Hajjah Naru Aini bt. Abdul Rahman for all her guidance, time and encouragement to make this project paper possible.

I would like to express my sincere gratitude to the following person for their valuable assistance, time and giving me the relevant information in completing this paper:-

- a. En. Razak bin Saba  
Supervisor of Public Affair  
Sime UEP Properties Sdn. Bhd  
Subang Jaya, Selangor.
  
- b. En. Mohd Adlee bin Yusof  
Research Executive  
Rahim and Company Sdn. Bhd, Jln R. Muda  
Abdul Aziz, 50300 Kuala Lumpur.

## ABSTRACT

This paper is part of the course requirements for the final year students of Advanced Diploma in Business Studies (Finance).

This project paper is a study on Subang Jaya township, which consists of Subang Jaya (SS area) and UEP Subang Jaya (USJ area). All the informations are obtained from primary and secondary data. The purpose of study is to determine the average rate of return on residential and commercial properties in Subang Jaya and to find out the most saleable type of houses as well as the factors that influence a buyer to buy properties in Subang Jaya. This study is also conducted to find out whether or not end-financing facilities arranged by the developer help to sell the completed units.

The result of the study shows that the average rate of return on investment of other types of properties is above 8% except for rental property, where the rate of return is

lower at 6.225%. It is also found that the double storey link house is the most popular and saleable type of house .

in Subang Jaya, which comprise of 78.36%. The remaining types include one and a half storey, apartment, flat, semi-detached, and bungalows.

Strategic location, affordable pricing policy and the solid estate lands are the main reasons why investors prefer to buy properties in Subang Jaya. Beside their qualities, the developer's credential is also the determining factor which include the quality of the building and as well as the on time completion of each project launched by the developer.

TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	
ABSTRACT	
LIST OF TABLE	v
LIST OF FIGURE	vii
CHAPTER 1 : INTRODUCTION	
1.1 Introduction	1
1.2 Objectives	4
1.3 Scope of Study	5
1.4 Limitation of Study	6
1.5 Methodology and Data	7
CHAPTER 2 : THE HISTORICAL BACKGROUND OF SUBANG JAYA	
2.1 The Establishment of Subang Jaya	8
2.2 The Development and Growth of Subang Jaya	9